

# Auburn Endurance Capital Committee Meeting Minutes

Date: Oct. 23, 2012  
Time: 10:00 a.m.  
Location: City Hall  
Present: Cynci Calvin, Lisa Kodl, Bob A. Miller, Colleen Conley, Bob Snyder  
Guests – Jim Northy, Mary Ann Flemmer

**Minutes:** Minutes from Oct. 2, 2012 meeting approved.

## Public Comment:

- Jim Northy reported on permitting issues for his Endurance Activity Shuttle vans
- Bob Snyder reported on a movement within City and Chamber to change “Endurance” Capital to “Adventure” Capital
  - Informal meeting about this scheduled for Nov. 3
  - Lisa suggested adding a catch phrase to Auburn Endurance Capital of the World: “Where the trails end and the adventure begins”
  - Agreed that “adventure” is more user-friendly than “endurance” but not nearly so unique – there are many places that refer to themselves as “Adventure Capitals”
  - “Adventure” does not address the City’s rich “endurance event” tradition.
  - More review of this is needed.
- Amgen Tour of California stage on March 31, 2013: still no news.

## Postcards

- Printed and available for ECC members in Room 1.
- Handed out at Industry Auburn
- Half to stay here, half to go to Visitors’ Center.
- Free for now – consider selling them; consider having Christmas cards made.
- Also can be distributed at local endurance activity-related businesses.
- Should interested businesses be allowed to purchase them or have them printed to use for marketing services/products?
  - Came from a request from realtor Linda Logoteto at Industry Auburn.
  - Need City manager Bob Richardson to weigh in on this.

## AECW Website

- Bob Miller presented an estimate from accedeo.com of around \$2,000 for a new website platform.
- Bob will get a more detailed quote.
- Lisa and Jim suggested the possibility of purchasing the new Wordpress platform (Approx \$175) and rebuild site using that.
- Need to check with Steve Holden and Melissa.

## Events

- Jim Northy reported on his work with Truckee Donner Land Trust.
  - Did a great job of preserving open space, but now needs to administrate it.
  - Possibilities include: stables, mountain biking, running trails, start of the Tevis, location for the 24-hour Mtn. Bike race
- Auburn Criterium
  - April 7, 2013 from 8-5 pm in and around Old Town
  - Jim Northy event – he is working on getting final approval from Old Town merchants
  - Is on the USA Cycling calendar – will draw top cyclists to Auburn

**Meeting adjourned at 11:15 a.m.**

**Next Meeting:** Tuesday, Nov. 13, 2012, 10 a.m., Auburn City Hall